

MEMBERSHIP APPLICATION

CONTACT INFORMATION

- BUSINESS OWNER
- PROPERTY OWNER
- ARCATA RESIDENT
- MAIN STREET SUPPORTER

CONTACT NAME

BIZ/ORG NAME

E-MAIL

WEB ADDRESS

PHONE

ALTERNATE PHONE

FAX

MAILING ADDRESS

CITY STATE ZIP

BUSINESS ADDRESS

**MISSION: TO ENHANCE AND PROMOTE
ARCATA'S IDENTITY, ECONOMY AND
CULTURAL SPIRIT.**

APPLICATION CONTINUED

MEMBERSHIP TYPE

- MEMBERSHIP
\$160/YEAR FOR MEMBERS
- NON-PROFIT ORGANIZATION
- ASSOCIATE MEMBER
\$65/YEAR FOR NON-PROFITS AND
ASSOCIATE MEMBERS
(BUSINESSES OUTSIDE THE SERVICE DISTRICT)
- MAIN STREET SUPPORTER
\$35/YEAR FOR FAMILY OR INDIVIDUAL
MEMBERSHIP

ARTS! ARCATA

I WANT TO BE AN ARTS! ARCATA VENUE FOR
\$20/MONTH.

- YES
 - INVOICE ME QUARTERLY
- NO

MEMBERSHIP PAYMENT

- INVOICE ME BI-ANNUALLY
- I HAVE INCLUDED A FULL YEAR
PAYMENT OF \$_____

SIGNATURE

DATE

**PLEASE COMPLETE AND RETURN TO
ARCATA MAIN STREET
791 8TH STREET, SUITE 14
ARCATA, CA 95521
CALL (707) 822-4500
FOR MORE INFORMATION**

**VISION: TO CREATE A VIBRANT AND PROSPEROUS
COMMERCIAL, ENTERTAINMENT
AND CIVIC CENTER.**



ARCATA MAIN STREET
(INSIDE JACOBY'S STOREHOUSE)
791 EIGHTH STREET, SUITE 14
ARCATA, CA 95521
(707) 822-4500
FAX: (707) 822-4555
WWW.ARCATAMAINSTREET.COM
INFO@ARCATAMAINSTREET.COM

**PARTNERSHIP FOR
ARCATA'S PROSPERITY**

ABOUT MAIN STREET

OUR ROOTS

ARCATA JOINED THE NATIONAL TRUST FOR HISTORIC PRESERVATION'S MAIN STREET PROGRAM IN 1988. MAIN STREET THRIVES BY VIRTUE OF ITS MEMBERSHIP – MORE THAN 150 BUSINESSES, PROPERTY OWNERS, NON-PROFIT ORGANIZATIONS, FAMILIES AND INDIVIDUAL RESIDENTS. MAIN STREET PROVIDES A CAVALCADE OF SERVICES THROUGH THE HARD WORK OF STAFF, BOARD MEMBERS, COMMITTEE MEMBERS AND VOLUNTEERS.

THE IDEA

THE MAIN STREET PROGRAM IS DESIGNED TO IMPROVE ALL ASPECTS OF THE DOWNTOWN AND CENTRAL BUSINESS DISTRICT. OUR INITIATIVES STEM FROM LOCAL ISSUES AND CONCERNS. IMPROVING ECONOMIC MANAGEMENT, STRENGTHENING PUBLIC PARTICIPATION, AND MAKING ARCATA A FUN PLACE TO VISIT ARE AS CRITICAL TO OUR COLLECTIVE FUTURE AS RECRUITING NEW BUSINESSES, REHABILITATING BUILDINGS, AND EXPANDING PARKING. WE ARE BUILDING ON ARCATA'S INHERENT ASSETS – RICH ARCHITECTURE, PERSONAL SERVICE, AND MOST OF ALL, A SENSE OF PLACE. THE MAIN STREET APPROACH HAS REKINDLED ENTREPRENEURSHIP, DOWNTOWN COOPERATION AND CIVIC INTEREST. WE LISTEN TO OUR MEMBERS. MEETINGS ARE OPEN TO THE PUBLIC. MONTHLY NEWSLETTERS AND E-MAIL ALERTS KEEP MEMBERS INFORMED, AND WE ARE ALWAYS JUST A PHONE CALL AWAY.

SERVICE AREA

OUR DOWNTOWN DISTRICT RUNS 6TH TO 12TH STREETS BETWEEN F AND I STREETS. WE VIEW THE "ARCATA PLAZA" AS MORE THAN ONE SQUARE BLOCK – IT'S THE ENTIRE DISTRICT. A HEALTHY DOWNTOWN IS KEY TO A PROSPEROUS CITY.

YOUR MEMBERSHIP SUPPORTS

LEADERSHIP & COMMUNITY PARTNERSHIPS

- **LIAISON TO CITY COUNCIL**, CITY PLANNING COMMISSION AND HUMBOLDT COUNTY BOARD OF SUPERVISORS ON ISSUES AFFECTING THE DIVERSE INTERESTS OF THE DISTRICT.
- **WORKING WITH CITY STAFF** ON SOLUTIONS TO ISSUES AFFECTING THE DOWNTOWN.
- **PARTNERSHIPS** WITH THE ARCATA CHAMBER OF COMMERCE, NORTH COAST GROWERS ASSOCIATION, HUMBOLDT STATE UNIVERSITY, HC CONVENTION & VISITORS BUREAU, CITY OF ARCATA, SBDC, THE PLAZA BEAUTIFICATION PROJECT AND MANY MORE GROUPS.

EVENTS & PROMOTIONS

- **ARCATA MAIN STREET'S ANNUAL OYSTER FESTIVAL** - 15,000+ ATTENDEES, PROMOTING OUR AQUACULTURE, ARTISAN AND CULINARY INDUSTRIES.
- **ARTS! ARCATA** - MONTHLY ART EVENT ON SECOND FRIDAYS, SHOWCASING LOCAL ARTISTS AND MUSICIANS.
- **TRICK OR TREAT ON & AROUND THE PLAZA** - TRICK OR TREATING ON THE PLAZA, PLUS A COMMUNITY PUMPKIN DECORATING CONTEST WITH ENTRANTS DISPLAYED IN STOREFRONT WINDOWS.
- **HOLIDAY OPEN HOUSE** - SANTA CLAUS, GRAND TREE INSIDE THE STOREHOUSE, MUSICAL ENTERTAINMENT, & ACTIVITIES FOR KIDS, DECORATIONS THROUGHOUT THE PLAZA.
- **PICNICS ON THE PLAZA** - **RELAX** ON THE ARCATA PLAZA, **EAT** LUNCH FROM A VARIETY OF LOCAL RESTAURANT, **LISTEN** TO LIVE, LOCAL MUSIC AND **ENJOY** THE COMPANY
- **FREE CONCERTS ON THE PLAZA** - FAMILY FRIENDLY CONCERTS BY GREAT BANDS SUNDAYS IN SEPTEMBER.

COMMUNICATIONS & BROCHURES

- **QUARTERLY MEMBER NEWSLETTER** KEEPING MEMBERS ABREAST OF THE LATEST DEVELOPMENTS.
- **SPECIAL MEETINGS** ON TOPICS OF INTEREST TO MEMBERS.
- **E-MAIL ANNOUNCEMENTS** FOR ARCATA EVENTS AND NEWS.
- **MONTHLY EVENT CALENDAR** DETAILING NUMEROUS PUBLIC EVENTS AND SHOWCASING ARTS! ARCATA.
- **VISIT THE ARCATA PLAZA BROCHURE** WITH MAP & DIRECTIONS AND INFORMATION ABOUT PLAZA EVENTS AND ACTIVITIES

PUBLICITY

- **ASSOCIATED PRESS-COMPLIANT NEWS RELEASES** AND PHOTOS.
- **SPECIAL ADVERTISING AND SPONSORSHIP OPPORTUNITIES** FOR OUR PUBLIC EVENTS AND BROCHURES.
- **LOW-COST FLYER INSERTS INTO OUR QUARTERLY NEWSLETTER.**

DESIGN

- **FACADE IMPROVEMENTS**, ADMINISTERING A CITY GRANT PROGRAM TO REHABILITATE DOWNTOWN BUILDINGS.
- **PLAZA FLOWERBEDS**, MANAGED BY THE PLAZA BEAUTIFICATION PROJECT.

TOURISM

- **ASSISTING VISITORS** WITH ARCATA EVENTS, MERCHANT INFORMATION, AND ATTRACTIONS VIA OUR VISITOR CENTER IN JACOBY'S STOREHOUSE, AND BY WEB AND E-MAIL.